



**eMission Solutions**  
*and*  
**BeGreen**


*December 4, 2006*



## What we do & our target

- > Recently formed by Green Mountain Energy Company, **eMission Solutions** delivers innovative and high quality carbon reduction solutions to businesses.
  1. Build a detailed profile of the carbon emissions associated with their business operations
  2. Advise on reduction potentials and sustainable business practices and educate about climate change issues
  3. Present a suite of options for offsetting carbon emissions
  4. Create a “message map” and assist with strategic plan for communicating offset initiative

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## Embrace a Sustainable Future


Recently formed by Green Mountain Energy Company, eMission Solutions delivers innovative and cost effective carbon reduction solutions to commercial sector clients seeking to improve their environmental position.

*Our innovative carbon-free products are customized for the next-generation sustainable business.*

With global climate change, health risks, high costs of energy and investor concerns at the forefront of today's global mind-set, eMission Solutions is uniquely positioned to deliver environmental solutions that help companies reduce their carbon footprint.




### Learn How eMission Solutions Works



### What's Happening to Our Environment?

## Taking Aim

Method takes aim at global warming by offsetting their corporate carbon footprint.



[Current Case Study](#)

## GreenUP Your Office!

The average office building emits about **3.9 million pounds of CO<sub>2</sub> per year** from its electricity usage alone.

Try our calculator to get a better idea of how much your office emits.


### Calculate Your Office's Carbon Footprint Now

Square ft.

[CALCULATE](#)

## Help Stop Global Warming

Signup with [stopglobalwarming.org](http://stopglobalwarming.org) and join Green Mountain Energy Company and hundreds of thousands of other Americans as we join together to stop



<http://www.emissionsolutions.biz/index.php> Internet



BeGreen

Greenify your lifestyle!

- > **www.begreennow.com** is Green Mountain's consumer version of eMission Solutions. It delivers a unique approach to offering individuals the ability to calculate emissions, choose quality offsets and utilize a built in social networking component.



# BeGreen

Greenify your lifestyle!

BeGreen beta

Our customers have offset  
**2,527,132.52**  
total tons of carbon since 1999\*

That's equal to:

Walking to work for  
262,303,030 days

Be Educated Be Inspired Be a Catalyst For Your Business Sign Up

## Leave smaller shoes to fill

What kind of earth will our children and grandchildren inherit? The answer depends partly on people like you. We all have a carbon footprint: the amount of greenhouse gases our daily activities cause. It's these greenhouse gases that are speeding up global warming. Now, BeGreen Carbon Offsets from Green Mountain Energy Company offer you a fast, easy way to offset your carbon footprint with just a few clicks. It's a solution that's just your size.

**Be Educated** How human activity is influencing the global climate and what we can do about it.

**Be Inspired** Individuals and businesses large and small are taking on the mission to BeGreen.

**Be a Catalyst** Tools, tips and other fun stuff you can use to share BeGreen with people you know.

How big is your  
Carbon Footprint?  
Find out now!

- ✓ Sign up in seconds
- ✓ Easy to use
- ✓ Absolutely FREE!

**Get Started**

Already a member? Then [login](#)

**Take a Tour**  
See how BeGreen works  
once you log in

Done Internet

# BeGreen

Greenify your lifestyle!

Internet Explorer browser window showing the BeGreen website.

Address bar: <http://www.begreennow.com>

Navigation tabs: Overview, My Carbon Calculator, My Offsets, My Profile, BeGreen Toolkit, Submit Feedback | Sign Out

Carbon Footprint Categories:

- 1 Electricity: Calculated!
- 2 Vehicles: Not Calculated
- 3 Air Travel: Not Calculated
- 4 Natural Gas: Estimated

How is this Calculated?

New Vehicle

Year:  Make:

Model:

Annual Miles:

Buttons: Remove Vehicle, Add Another Vehicle

Calculate my Vehicles ✓

Carbon Footprint Comparison:

Category	Carbon Footprint	Offsets	National Avg.
Electricity	0	0	0
Vehicles	~10	0	~10
Air Travel	~10	0	~10
Natural Gas	4.25	0	4.25

What do I do next?

Proceed to Air Travel ▶

Footer: A product of Green Mountain Energy © 2006 | Created by dt | Sitemap | Contact | Sign Out

# BeGreen


Greenify your lifestyle!

The screenshot shows a web browser window with the address bar displaying <http://www.begreennow.com>. The website has a green and white color scheme. At the top, there's a navigation bar with links: [Be Educated](#), [Be Inspired](#), [Be a Catalyst](#), [For Your Business](#), and [My Dashboard](#). The main content area is divided into three columns. The left column features a profile for **Chuck Longanecker** with a photo of a man with a beard and a quote: "I'm a green dude". Below the photo are buttons for [Add to Friends](#) and [Send Message](#). The middle column displays a large green box with the text: "I am 20% carbon neutral. I have offset 2.88 metric tons of carbon which is equivalent to: Planting 432 trees". Below this is a section titled **My Green Life** with two paragraphs of text. The right column is titled **My Friends** and lists several friends with their profile pictures: Johnn Appleseed, Jolly Green Giant, Seb. The developer, Mr. Bonsai, Kelly, Alex, Gema, and ::dukebot 5000::. At the bottom of the right column is a link: [View all Chuck Longanecker's Friends](#). The browser's status bar at the bottom shows "Done" and "Internet".

BeGreen beta

Be Educated Be Inspired Be a Catalyst For Your Business My Dashboard

**Chuck Longanecker**



"I'm a green dude"

[Add to Friends](#)

[Send Message](#)

**About Me**

**Location:** San Diego, CA

**Gender:** Male

**Age:** 30

**Occupation:** BareFoot CEO at dt

**I am 20% carbon neutral.**

I have offset **2.88** metric tons of carbon which is equivalent to:

Planting 432 trees

**My Green Life**

On a personal level, I do what I can to keep it green. I try to minimize my carbon emissions with minimal energy consumption and travel.

On a business level, our company, dt, is 100% carbon neutral and we typically offset all of our business travel and activity.

**My Friends**

Johnn Appleseed Jolly Green Giant

Seb. The developer Mr. Bonsai

Kelly Alex

Gema ::dukebot 5000::

[View all Chuck Longanecker's Friends](#)

Done Internet



Greenify your lifestyle!



## Where our offsets come from

- > **REC's**
  - o Green Mountain renewable facilities &
  - o National sourcing strategy (Green-e)
  
- > **Forest Sequestration**
  - o Partnership → American Forests
  
- > **Project-based offsets**
  - o Partnership → The Climate Trust







Greenify your lifestyle!



## Why this portfolio of offsets?

- > We consulted with our mascot →
- > Balanced approach:
  - o Have offsets to cover certain types of emissions
- > Options are important from customers perspective:
  - o How is the product going to interact with their customers?



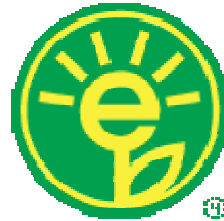


Greenify your lifestyle!



## Verification

- > **REC's** – certified by



- > **Project-based offsets** – managed by



THE CLIMATE TRUST

*Your path to a stable climate*

- > **Forest Sequestration** – managed by

